C 1750-1

Broadcasting's economic prospects for 1980: The bulls still outnumber the bears

Broadcasting Jan 28

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

THIS RATING PERIOD WE GOT A BRODERICK CRAWFORD

10.4*

*Arbitron O/N '79
M-S 6A/12M
12+METRO

Not since the days of Highway Patrol has a Twin Cities station grown like KSTP-FM. From a 6.1 last spring to a whopping 10.4* A number that means a lot.

- The first single Twin Cities station to ever achieve a double digit share against WCCO-AM.
- The first Twin Cities FM station to ever achieve a 10 share.
- We're now the #1 music station.
- We're now the #1 FM station. (Estimates subject to limitations in said report.)

When the book is out, we'll have a lot of other demographic and daypart numbers to talk about too. But for now, like Broderick, we'll just say 10.4.

KS95-FM
WE'RE HOT

KSTP-FM/Minneapolis/St. Paul Division of Hubbard Broadcasting. 1980©
For more information call KSTP-FM (612) 644-9595 or contact the nearest McGavren-Guild office.

20014 ACCESS EDITOR NEWSPAPER
7101 WISCONSIN AVE
WASHINGTON DC 20014

The Week in Brief

RKO ROCKED ☐ FCC strips group of three of its television licenses and the rest of its stations may be jeopardized as the commission decides parent General Tire's wrongdoings bring to bear the character-qualification standard. **PAGE 27.**

NOW AND LATER ☐ Even while the U.S. headed for a boycott of the Moscow Olympics, ABC-TV was successfully bidding an estimated $90 million for the '84 winter games in Yugoslavia. **PAGE 28.**

DAYS OF DECISION ☐ NAB boards meet in Palm Springs for week and come to terms on a number of items, including a budget increase of 13.4%, a realignment of the station services department, stands on 9 khz and direct-to-home broadcasting, naming of this year's DSA winner. **PAGE 29.**

RUNNING HARD ☐ FCC's James Quello's campaign for reappointment to the commission gathers momentum and hopeful signs. **PAGE 30.**

CAMPAIGN 1980 ☐ In the wake of Iowa, some of the presidential campaigns go into high gear, some into low and some even into neutral after the first head-to-head contesting. Now they're pointing, primarily, for New England, with Ronald Reagan now challenged by Bush as the Republican to watch and Carter serenely incumbent. **PAGE 31.**

BULLS OUTNUMBER BEARS ☐ No matter how business goes in the 80's, broadcasting should outperform the economy. That's the conviction of those who specialize in radio, television and advertising. It's explained in a BROADCASTING special report. **PAGE 35**

THE BLUE CHIPPERS ☐ Young & Rubicam billed $763 million in radio and television last year. That kept it at the top of the leading 50 agencies in broadcasting during 1979. The complete analysis of that spending begins on **PAGE 42.**

ON WALL STREET'S SUNNY SIDE ☐ Financial specialist Bill Suter of Merrill Lynch, Pierce, Fenner & Smith is another who feels that broadcasting and related stocks will weather any business downturn. He faced BROADCASTING's editors in a question-and-answer session to explain why and expound on a number of other economy-related issues. **PAGE 72.**

NATPE '80 ☐ Here's an advance look at next month's programing conference in San Francisco, where a record 3,700 attendance is expected. **PAGE 83.**

THE GROWING ELECTRONIC CHURCH ☐ The Washington convention of the National Religious Broadcasters is an unqualified success as delegates exchange expertise and get a message from outside experts including Jimmy Carter. **PAGE 86.**

CARTER ON FTC SIDE ☐ President's state of the union message includes a promise that he will oppose Congress if it interferes with federal agencies. **PAGE 96.**

CONCENTRATION OF CONTROL ☐ The media ownership issue gets another going-over on Capitol Hill before the LaFalce small business subcommittee. **PAGE 97.**

THEME FOR TORONTO ☐ The SMPTE's television conference there next week will be devoted exclusively to digital technology. **PAGE 98.**

MAKING BASICS PAY OFF ☐ Alan Torbet acquired 19 years of hard experience in radio on the West Coast before he launched his own national radio representation firm. That was in 1967, and by the end of 1979 billings of Torbet Radio had grown ten-fold to $30 million due to the organizational skills and research abilities of its chairman. **PAGE 129.**

Bottom Line	94	Editorials	130	The Media	86	Profile	129
Business	93	Fates & Fortunes	123	Monday Memo	24	Programing	82
Business Briefly	10	For the Record	102	Monitor	84	Special Report	35
Changing Hands	91	In Sync	100	News Beat	85	Stock Index	127
Closed Circuit	7	Inter Media	89	Open Mike	22	Technology	98
Datebook	18	Law & Regulation	94	Playlist	101	Washington Watch	96

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $55.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Associated Press 18 ☐ Birch Report 54 ☐ Blackburn 90 ☐ CBS-TV Sports 128 ☐ Claster TV 81, 123, 125, 126 ☐ Columbia Pictures 4, 20-21, 32-33 ☐ Computer Image 108 ☐ Eastman Radio 25 ☐ Firestone 19, 23, 55, 60-61, 75, 85, 89, 93, 95 ☐ Frazier-Gross 52 ☐ Galavision 74 ☐ General Motors 65 ☐ Golden Egg 70 ☐ Group W Productions 71, 79, 83, 99, 103 ☐ Harris 78, 80 ☐ Heller-Oak 91 ☐ International Good Music 10 ☐ Jefferson Data 26 ☐ KSTP-FM Front Cover ☐ Lexington Broadcast Services 47-51 ☐ MCA-TV 6, 12-13, 44-45 ☐ Major Market Radio 43 ☐ McGavren-Guild Inside Front Cover ☐ McGlothin Consultants 104 ☐ Metromedia Radio 40-41 ☐ NEC 73, Back Cover ☐ National Telefilm Associates 56-57, 76-77 ☐ O'Connor 87 ☐ Olympic Committee 68-69 ☐ Orban Associates 105 ☐ Outlet Broadcasting Inside Back Cover ☐ Paramount 8-9, 16-17 ☐ Radio Programing Management 22 ☐ Research Group 3 ☐ RKO Radio Network 39 ☐ Selcom 59 ☐ Sherman-Brown 92 ☐ SportsTicker 64 ☐ Station Business Systems 11 ☐ TVAC 53 ☐ William B. Tanner 46, 102 ☐ TeleRep 36-37 ☐ USPS 88 ☐ Viacom 66-67 ☐ WCCO-TV 62-63 ☐ WWBT 15 ☐

29

Parkson Advertising ☐ Total broadcast billings in 1979 were $56 million, down from $63 million in 1978. Television billings were $55.9 million, with network TV accounting for $55 million of that figure. The broadcast percent of the agency's total billings remained unchanged at 90%. Parkson's main contributor to radio/TV spending is Nabisco with Triscuits, Escort, Wheat Thins and Chicken-In-A-Biscuit crackers. Other major accounts are: Century Creations (Rose Milk skin care products), Ace Comb, and J. B. Williams toiletries (Aqua Velva, Lectric Shave, 5 Day, Mon Triomphe) and pharmaceuticals (Geritol, Mega vitamins, Sominex, Serutan, Femiron, Vivarin, PVM and ACU-Test.).

35

Ross Roy ☐ 1979 saw a gain of 18.5% in broadcast billings at Ross Roy, for a total of $47.4 million. TV and radio both posted healthy gains, 21% and 13.5% respectively. Total TV billings were $32.3 million, total radio $15.1 million. Biggest percentage gainer was TV network dollars, up 87.5% to $10.47 million. The agency lost its Chrysler Corp. account during 1979, which included corporate advertising, as well as Fleet and Leasing and Mopar Parts and Service. A new addition to Ross Roy's roster was La-Z-Boy Chair, which is active in network and spot TV. Other major accounts are K-Mart, with network and spot billings in both radio and television, and Uniroyal and McDonalds, both of which are in radio and television spot.

49

Sawdon & Bess ☐ New to the top 50 compilation this year, the agency acquired five accounts active in broadcast: Pulsar Watches, J. Brannam (clothing chain), Sterling Optical, Sterling Dental Centers and Brooks Bros. Kinney Shoe is active in all phases of radio and television (network and spot), while Pontiac Dealers are represented in spot television and radio. Other spot advertisers are Brooks Bros., Pontiac Dealers, Pulsar, Sterling Optical, Brannam, and Woolworth/Woolco.

33

Scali, McCabe, Sloves ☐ This agency experienced a spot TV surge in 1979, with that category bringing in some $25 million in billings, about double that of 1978. Network TV remained about the same at $20 million and both network radio and spot were up, $800,000 (to $1 million) and $3.8 million (to $4 million) respectively. The broadcast share of agency billings rose 6% to 56% of the total. Major accounts added were Sperry, Hertz, Zoysia Farms and Calvin Klein; resigned were Olivetti, Van Heusen and Simplicity Pattern. Other major accounts are Volvo, Singer, Pioneer, Chesebrough-Ponds, American Can and Perdue.

20

SSC&B ☐ With a gain of about $12 million in radio-TV spendings, SSC&B reported $130.4 million in broadcast billings for 1979. This figure represents 71% of total domestic billings. Network TV spending was up by more than $10 million and spot TV increased by over $1.5 million. Radio spending was also up in 1979 with a gain of $1 million. One of the biggest accounts added during the year was Mennan (Skin Bracer, Speed Stick and Millionaire cologne). SSC&B reported no lost accounts.

38

Tatham-Laird & Kudner ☐ This agency's billings were up 12.9%, or $4.9 million, in 1979 with over $3.7 million of the increase in radio, and $3 million of that in spot. The total for broadcasting was $42.8 million: $38.5 million in TV, $4.3 million in radio. Major accounts gained in 1979 were Thomson Vacations, Con-

Young & Rubicam **1** J. Walter Thompson **2** Leo Burnett **3** BBDO **4** Ogilvy & Mather **5** Dancer Fitzgerald Sample **6** Grey **7** D'Arcy-MacManus & Masius **8** McCann-Erickson **9** Doyle Dane Bernbach **10** Foote, Cone & Belding **11** Benton & Bowles **12** Ted Bates **13** Wm. Esty **14** Wells, Rich, Greene **15** Needham, Harper & Steers **16** Campbell-Ewald **17** N W Ayer **18** Kenyon & Eckhardt **19** SSC&B **20** Cunningham & Walsh **21** Gardner **22** Compton **23** Marschalk **24** Bozell & Jacobs **25** Campbell-Mithun **26** Clyne **27** KM&G International **28** Parkson **29** Tracy-Locke **30** Della Femina, Travisano & Partners **31** McCaffrey & McCall **32** Scali, McCabe, Sloves **33** W.B. Donner **34** Ross Roy **35** A. Eicoff **36** Arthur Meyerhoff **37** Tatham-Laird & Kudner **38** Daniel & Charles **39** Lee King & Partners **40** DKG **41** Creamer **42** Warwick, Welsh & Miller **43** John Murray **44** Keller-Crescent **45** Norman, Craig & Kummel **46** Eisaman, Johns & Law **47** Erwin Wasey **48** Sawdon & Bess **49** Manoff Geers Gross **50**

Broadcasting's Top 50 Agencies

Y&R heads the list for second year; 1979 found 42 agencies posting billings gains; broadcast spending up $1 billion over '78

Dramatic gains posted in television advertising placed through the top 50 broadcast agencies enabled 1979 to emerge as a billion-dollar increase year for combined TV-radio billings.

BROADCASTING's 28th annual survey of leading TV-radio agencies shows that TV spending surpassed 1978's total by $996 million while radio investment topped that year by more than $45 million for a combined aggregate climb of $1.05 billion.

The gain in 1979 compares with a $730 million increase in 1978 over 1977, and exceeds the previous high of the $900 million rise in 1977 over 1976.

The five agencies reporting the largest increases—Young & Rubicam, J. Walter Thompson, Ogilvy & Mather, D'Arcy-MacManus & Masius and Dancer Fitzgerald Sample—reported combined TV-radio increases amounting to $488.5 million.

For the second straight year, Young & Rubicam emerged as the leading broadcast agency with total television and radio expenditures in 1979 of more than $673 million. And from this large base, Y&R also showed the largest dollar gain, topping its 1978 TV-radio spending by $148 million.

Nor far behind Y&R was J. Walter Thompson, which had led the broadcast agency pack for 21 years until 1978. Thompson had a broadcast billings gain of a healthy $130 million, raising its domestic total for the year to $625 million.

Still in third place is Leo Burnett Co., which strengthened its broadcast expenditures by a relatively modest—for an agency its size—$15 million. Fourth-place BBDO picked up an additional $33 million in TV-radio expenditures, while Ogilvy & Mather, with a hefty $93.7 million in added billings, shot up from ninth to fifth place.

It was a bullish year for the vast majority of agencies, with 42 posting gains in broadcast spending and five reporting reductions. Three were new to the ranking this year.

Strong advances were achieved by other agencies including D'Arcy-MacManus & Masius, up $73.2 million; Dancer Fitzgerald Sample, up $44.3 million; N W Ayer, up $44 million; Grey Advertising, up $36.5 million; Wells, Rich, Greene, up $36 million; Foote, Cone & Belding, up $33.6 million and Doyle Dane Bernbach, up $33 million.

Registering decreases in broadcast billings were Parkson, down $7 million; Della Femina, Travisano & Partners, down $5.1 million; McCaffrey & McCall, down $14.3 million; Norman, Craig & Kummel, down $7.6 million, and Eisaman, Johns & Law, down $2.4 million.

New to the top 50 compilation were Keller-Crescent, Sawdon & Bess and Manoff Geers Gross. Dropping from the list were Post Keyes Gardner, Weightman and Ally & Gargano.

Young & Rubicam and J. Walter Thompson shared honors in all categories of the broadcast business. Y&R was the leading agency in broadcast billings ($673.4 million); total TV billings ($635 million); network TV billings ($448 million); spot radio billings ($31.8 million) and biggest broadcast gain ($148.4 million). JWT captured honors in three categories—spot television billings ($198.8 million); total radio billings ($45.1 million) and network radio billings ($14.3 million).

The following is an alphabetical listing of the first 50 broadcast-billing agencies. Figures were obtained from the agencies themselves in the large majority of cases; in others, estimates were gathered from various sources.

18

NW Ayer □ Triggered by the acquisition of major accounts, Ayer's broadcast billings jumped from $97.7 million in 1978 to $141.7 million in 1979. Total TV billings were up over $39 million, while the total radio billings more than doubled with $14.5 million. Among major accounts gained last year were: Canadair, Gillette, McGraw Laboratories, Menley & James Laboratories, Host International, Japan Travel Bureau International, San Francisco Bay Area Wienerschnitzel Operators Association, Miller Brewing, Nestle, Pacific Telephone &

The Broadcasting ■ top 50 advertising agencies and their 1979 radio-TV billings

(all dollar figures are in millions)

	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast percent of agency's total billings	Broadcast billings change from 1978	Agency's rank in 1978
1. Young & Rubicam	$673.4	$635.0	$448.0	$187.0	$38.4	$6.6	$31.8	59	+$148.4	1
2. J. Walter Thompson	625.0	579.9	381.1	198.8	45.1	14.3	30.8	69	+130	2
3. Leo Burnett	367.0	357.0	275.0	82.0	10.0	1.5	8.5	57.8	+15.0	3
4. BBDO	361.0	328.0	221.0	107.0	33.0	8.0	25.0	61	+33	4
5. Ogilvy & Mather	307.8	283.7	177.1	106.6	24.1	11.4	12.7	59	+93.7	9
6. Dancer Fitzgerald Sample	297.8	286.4	177.2	109.2	11.4	3.2	8.2	70.9	+44.3	6
7. Grey	296.9	284.2	186.1	98.1	12.7	2.5	10.2	61	+36.5	5
8. D'Arcy-MacManus & Masius	275.9	246.9	140.2	106.7	29.0	7.6	21.4	75.5	+73.2	13
9. McCann-Erickson	270.0	238.0	161.8	76.2	32.0	6.7	25.3	61	+30	7
10. Doyle Dane Bernbach	246.0	237.0	162.0	75.0	9.0	—	9.0	53	+33.0	10
11. Foote, Cone & Belding	242.3	220.2	161.9	58.3	22.1	5.4	16.7	54	+33.6	11
12. Benton & Bowles	234.0	220.0	140.0	80.0	14.0	.5	13.5	67	+26.1	12
13. Ted Bates	224.5	209.8	161.0	48.8	14.7	8.5	6.2	72	+8.1	8
14. Wm. Esty	204.0	181.0	119.0	62.0	23.0	8.0	15.0	69	+17.0	14
15. Wells, Rich, Greene	191.4	176.9	114.6	62.2	14.5	2.1	12.3	72	+36.0	16
16. Needham, Harper & Steers	182.0	171.0	145.0	26.0	11.0	3.8	7.2	67	+20.0	15
17. Campbell-Ewald	170.9	156.0	103.7	52.3	14.9	4.0	10.9	65	+22.3	17
18. N W Ayer	141.7	127.2	96.6	30.6	14.5	6.7	7.8	53	+44.0	22
19. Kenyon & Eckhardt	131.9	112.0	35.0	37.0	19.9	3.8	15.1	66	+21.1	19
20. SSC&B	130.4	124.8	98.2	26.6	5.6	0.8	4.8	71	+11.8	18
21. Cunningham & Walsh	123.9	112.6	76.6	36.0	11.3	—	11.3	55.1	+21.0	21
22. Gardner	120.8	112.5	80.0	32.5	8.3	3.5	4.8	78	+32.8	23
23. Compton	113.7	112.2	88.3	23.9	1.5	—	1.5	61.5	+3.9	20
24. Marschalk	78.8	72.8	46.3	26.5	6.0	5.0	1.0	71	+10.9	25
25. Bozell & Jacobs	77.8	61.5	23.4	38.1	16.3	0.8	15.4	28	+14.4	27
26. Campbell-Mithun	75.0	57.0	12.0	45.0	18.0	1.5	16.5	50	+6.0	24
27. Clyne	65.0	62.0	41.0	21.0	3.0	—	3.0	91	+10.0	30
28. KM&G International	59.5	50.3	24.6	25.7	9.2	1.0	8.2	31	+6.6	31
29. Parkson	56.0	55.9	55.0	0.9	0.1	—	0.1	90	−7.0	28
30. Tracy-Locke	53.8	47.5	32.1	15.4	6.3	1.4	4.9	55	+7.9	32
31. Della Femina, Travisano & Partners	52.9	42.8	25.8	17.0	10.1	1.1	9.0	63	−5.1	29
32. McCaffrey & McCall	52.0	48.1	38.5	9.6	3.9	0.5	3.45	45	−14.3	26
33. Scali, McCabe, Sloves	50.0	45.0	20.0	25.0	5.0	1.0	4.0	56	+16.0	44
34. W. B. Donner	48.5	39.5	4.5	35.0	9.0	1.0	8.0	59	+4.0	33
35. Ross Roy	47.4	32.3	10.5	21.8	15.1	2.8	12.3	53	+7.4	35
36. A. Eicoff	45.5	43.2	0.1	43.1	2.3	—	2.3	92	+10.3	39
37. Arthur Meyerhoff	43.0	40.0	18.0	22.0	3.0	1.4	1.6	84	+7.6	38
38. Tatham-Laird & Kudner	42.8	38.5	20.8	17.7	4.3	0.8	3.5	48	+4.9	36
39. Daniel & Charles	40.0	37.5	20.0	17.5	2.5	—	2.5	55	+6.5	46
40. Lee King & Partners	38.0	33.2	12.7	20.5	4.8	—	4.8	75	+2.2	37
41. DKG	37.8	35.0	22.0	13.0	2.8	0.8	2.0	65	+3.0	42
42. Creamer	36.8	31.5	16.9	14.6	5.3	0.3	5.0	36.8	+1.8	41
43. Warwick, Welsh & Miller	36.6	32.3	20.0	12.3	4.3	2.7	1.6	43	+1.8	43
44. John Murray	36.6	34.3	18.5	15.8	2.3	—	2.3	86	+1.1	40
45. Keller-Crescent	36.5	31.3	13	20.1	3.4	—	3.4	43	—	—
46. Norman, Craig & Kummel	32.7	31.1	17.2	13.9	1.6	—	1.6	43	−7.6	34
47. Eisaman, Johns & Law	31.2	20.5	7.4	13.1	10.7	3.0	7.7	62	−2.4	45
48. Erwin Wasey	31.0	27.8	18.0	9.8	3.2	0.6	2.6	80	+4.1	47
49. Sawdon & Bess	24.8	22.0	4.0	18.0	2.8	0.8	2.0	88	—	—
50. Manoff Geers Gross	24.3	23.0	10.8	12.2	1.3	—	1.3	71.5	—	—

Telegraph, Formfit Rogers, and AM International/Jacquard Systems. Heavy broadcast spenders included: AT&T, Pan Am, Seven-Up, U.S. Army, Avon, Bahama Tourism, Bryant Daynite Payne, and Scholl. Resigned accounts were: Ball Corp., Henckels Zwillingswerk, Ralph's Grocery, Victoria Station restaurants, Economics Laboratories, Potlach, Cutter Labs, Norton, Vespa of America and Reuben A. Donnolley.

13

Ted Bates □ The agency experienced strong account activity, both to and from Bates, during 1979. Gained during the year were Coors beer, Mobil Chemical, products of Richardson-Merrell, Home Box Office, Borden (Kava), Kal Kan (Mealtime), Clairol Appliances and Playtex Bra Division. Lost were Hertz, Nabisco, North American Systems and Thompson Medical. Broadcast investment moved upward by $8.1 million, all in television as radio dipped by $100,000 from 1978 levels. Broadcast-active clients include Colgate-Palmolive, Breck, Cadbury-Schweppes, Coors, International Playtex, ITT Continental Banking, Mars, Matsushita Electric, Prudential Insurance and Warner Lambert Co.

4

BBDO □ Broadcast billings at BBDO rose by an estimated 10% as the agency's TV-radio spending climbed by about $33 million. BBDO suffered a reversal last March when it lost the Dodge account, which billed approximately $60 million, but recouped with increased spending by some of its old-line clients plus new business from RJR Tobacco, portions of General Electric and Old Milwaukee Beer from Schlitz. BBDO clients heavily represented in TV and radio during the year were Armstrong Cork Co., American Cyanamid, Black &

Decker, Block Drug, Campbell Soup, Dean Witter Reynolds, Du Pont, General Electric, Gillette, Hills Bros. Coffee, Hunt-Wesson foods, PepsiCo. Inc., Pillsbury, RJR Foods, Schlitz and Scott Paper Co.

12

Benton & Bowles □ A flurry of new accounts helped B&B to boost its broadcast spending by more than $26 million even though its share of domestic billing fell to 67% from 74% in 1978. Added to the roster in 1979 were Anderson Clayton Foods (new product assignments), Digital Equipment Corp., Jacobsen Division of Textron (power snow blowers and lawn mowers), Stiffel and Computer Sciences. Resigned in 1979 was S.C. Johnson. The agency's extensive broadcast account list includes Procter & Gamble and General Foods, which were active in network and spot TV and radio and in program sponsorships (made-for-TV movies). General Foods also held sponsorship in Bob Hope TV specials. Other strong broadcast spenders at B&B are AMF, Fiat, Texaco, Richardson-Merrell (Vick Chemical), Morton Norwich, Continental Airlines and Hardee's food systems.

25

Bozell & Jacobs □ This agency reported a $14.4-million gain in total broadcast expenditures. TV billings rose to $61.5 million while radio billings gained a substantial $11 million. The broadcast percentage of the agency's total billings went down slightly to 28%; a 1% decrease from 1978's figures. Active broadcast spenders for Bozell & Jacobs were Minolta, Lee, Renfield Importers, Borden's and Jockey.

3

Leo Burnett □ For the second year in a row, Burnett's broadcast increase was comparatively modest for a large-sized agency, topping 1978's figure by $15 million. The agency's broadcast spending dipped to 57.5% from 60% in 1978. Burnett reported it acquired Litton microwave ovens and ranges last year while losing no accounts. The agency's extensive list of broadcast users includes Allstate Insurance, American Bankers Association, Commonwealth Edison, Green Giant, Harris Bank Trust, H. J. Heinz, Keebler, Kellogg, Kimberly-Clark, Maytag, Litton, Memorex, Nestle, Pillsbury, Seven-Up, Swift and Procter & Gamble, all heavy in TV. Radio expenditures came from Seven-Up, Steak & Ale restaurants, Maytag, Memorex, Nestle, Pillsbury, American Bankers Association and Kellogg.

17

Campbell-Ewald □ During the year C-E added an estimated $22.3 million in TV-radio billings as domestic expenditures increased by 13%. C-E's total includes those of Clinton E. Frank and Tinker Campbell-Ewald, all of which are Interpublic agencies. During 1979 active broadcast accounts at C-E included various divisions of General Motors, including Chevrolet, Delco and General Motors Acceptance Corp.; Borden Foods, Rockwell International, Libbey-Owens-Ford, Goodyear Tire & Rubber, Burroughs and Detroit Edison. C-E's billings were swelled by spending at Clinton E. Frank by Kraft, Stokely-Van Camp, International Air Bahama and Agar Food Products. From Tinker Campbell-Ewald came billings from Coca-Cola (foods division), British Airways, Citicorp and Heublein.

26

Campbell-Mithun □ 1979 broadcast billings for this Minneapolis-based agency were $75 million—$6 million more than the previous year. Heavy radio/TV spending included General Foods, Heilman Brewing, Land O' Lakes, Toro, and Kroger. New accounts are Better Homes & Gardens real estate, Coke Foods, Kohler and Dubuque Packing. Major accounts lost: Litton and West Bend.

27

C. T. Clyne □ Although radio billings remained stable at $3 million, TV billings for Clyne rose $10 million, yielding a total of $62 million. Combined broadcast expeditures were $65 million. Clients heavily active in radio-TV spending were Whitehall, Boyle-Midway, J. P. Stevens, A. E. Staley, Arm & Hammer and Perdue. Major accounts added during the year were Arm & Hammer detergent, Arm & Hammer washing soda, Dry & Clear lotion and the Reagan for President Campaign. The only major account resigned was Wizard deodorizer.

23

Compton □ During 1979, Compton added nearly $4 million to its broadcast billings. TV network spending for the year was particularly heavy with a $10 million increase over 1978's figures. Major accounts gained this year include: Viacom International (Showtime Entertainment), Charter Communications, Dunlop Tire & Rubber, First Federal Savings & Loan of Broward, Union Carbide (carbon products), Duffy-Mott (applesauce, juices), Allan beverages (Montclair sparkling mineral water), and Thompson Medical (Dexatrim). The latter three accounts were the strongest in radio/TV participation. Resigned last year were Davis & Geck and Norcliff-Thayer (Orafix).

42

Creamer □ Creamer broadcast billings in 1979 rose $1.8 million over the previous year to $36.8 million. Network TV grew substan-

tially, from $10 million to $16.9 million. Spot radio also jumped, from $1.9 million to $5 million. Add to that network radio's gain from $100,000 to $300,000. Undercutting this, however, was a decline in TV spot, slipping from $23 million to $14.6 million. A major account no longer in Creamer's hands is *Omni's* spot campaign promoting the then-new magazine. Added were Alexander's department store and McDonald's restaurants. Other major accounts: Alcoa, Stouffer's, Speidel, Sheraton, San Giorgio and Equibank.

21

Cunningham & Walsh □ TV and radio billings increased substantially in the past year for Cunningham & Walsh, with an added $14 million in TV and $7 million in radio. The acquisition of Chicago-based Post-Keyes-Gardner at the start of the '79 fiscal year accounts for some of the extra spending. New accounts that helped to spur this growth in billings: The Bank of New York, Realty World, American Home Products (Chef-Boy-Ar-Dee), 21 Brands, No Nonsense Fashions, Northern California Toyota Dealers Advertising Association, Just Pants and Mitsubishi Motors. The agency reported three losses for the year: Liggett & Myers Tobacco, Jos. Schlitz Brewing and FTD Florists.

6

Dancer Fitzgerald Sample □ The agency swelled its billings by more than $44 million, virtually all in television, as radio rose by $700,000 over 1978. New accounts in the agency fold during the year were Nikon cameras, Ciba-Geigy Agricultural Division, Kix (General Mills), Popsicles, Jacqueline Cochan's Cie fragrance, Procter & Gamble (Solo detergent), and Denver Toyota Dealers Advertising Group. Resigned were the New York area and San Francisco area Toyota Dealers Advertising Groups. Among the heavy network and TV spot clients were CPC International, Procter & Gamble, Toyota, General Mills, Life Savers, and L'eggs and Hanes. Radio support came from CPC, Life Savers, P&G and Toyota.

39

Daniel & Charles □ Estimated broadcast spending by Daniel & Charles increased by $1.5 million during the year. There was a slight increase in both television and radio from a sizable list of clients that include Bristol-Myers (Ban products), Drackett Co., Gorton's Food Division of General Mills, Kayser-Roth and Maidenform.

8

D'Arcy-MacManus & Masius □ D'Arcy added more than $73 million in broadcast billings, resulting from both an increase in the TV-radio share from 61% to 75.5% and a surge of new business. During 1979 the agency acquired FTD Florists, AT&T Phone Center, American Soybean Association, American Hoist & Derrick, Mitre, Komatsu Fork Lift, Lasonic Electronics and Ushio Inc. Accounts resigned include Scripto, Helene Curtis, ITT and Burgmaster. TV-radio investors at D'Arcy during the year were Anheuser-Busch, Cadillac, General Motors, General Tire, Ace Hardware, American Dairy Association, Saluto Foods, Heublein, Kal Kan Foods, Red Lobster Inns and 3M.

31

Della Femina Travisano & Partners □ Total broadcast spending for DFT decreased by $5 million in 1979. The broadcast portion of the agency's total domestic billings is 63%; that's an 8% drop from 1978's figures. Although total TV expenditures were up slightly by $1 million, combined radio billings were down about $6 million. Major accounts strong in broadcast participation were Emery, Dow, Schiefflin, Chemical Bank, Schlitz Light, Borden's and Beck's beer. An important new account for Della Femina was Lipton herbal teas. Lost accounts were Bigelow tea and Aviance perfume.

41

DKG □ This agency's TV-radio expenditures climbed by $3 million in 1979 as the agency acquired Simplicity Patterns, Thermos and Clairol (personal care products). During the year DKG resigned Church & Dwight and Ideal Toys. Network and/or spot TV advertisers at DKG are Aamco, Alitalia, Clairol, Corning Glass, Dollar Savings Bank, Remington (shavers) and Getty Oil. Radio investors are Aamco, Alitalia, Dollar Savings Bank and Remington.

34

W.B. Doner □ The $4 million rise in W.B. Doner's broadcast billings, to $48.5 million, represents 9% improvement over the year earlier. Television billings were up 8.2%, to $39.5 million, and radio was up 12.5% to $9 million. The agency lost the following accounts in 1979: American Beauty spaghetti, Cunningham drug stores and Venture stores. Accounts gained were: BASF audio and video tape, Dutchboy paints, Roy Rogers Restaurants, General Mills, Fundimentions (including Lionel Trains), Disston Tools, Scott paper, TV Time Popcorn, Foley's department stores, Washington-area Ford Dealers and Herman's Sporting Goods. Other major accounts are Pillsbury, Colt 45, Tuborg Gold, Lowes [cat litter], Hygrade Food Products, Vlassic Foods, Chiquita and Quality Inns.

10

Doyle Dane Bernbach □ DDB picked up more than $50 million in domestic billings in 1979, assisted by obtaining such new accounts as IBM (corporate), Foodways Inc., Weight Watchers International, Sherwin Williams Co. (Stores Division) and C&C Cola. No accounts were lost. The agency increased its broadcast investments by $33 million as TV rose by $35 million and radio dropped by $2 million. Doyle Dane's substantial spenders in TV and radio are Polaroid, Seagram (wines), American Airlines, Volkswagen, General Telephone & Electronics, Procter & Gamble and Clairol.

36

A. Eicoff & Co. □ A. Eicoff reported a 29.2% climb in broadcast billings last year, from $35.2 million to $45.5 million. Almost $2 million of that $10.3-million gain was in spot radio, which soared from the $.6 million reported in 1978 to $2.3-million in 1979, a 283.3% gain. While TV network billings were unchanged at $100,000, spot climbed 24.9% to $43.3 million. Accounts added by the agency in 1979 were *Newsweek*, Avon, Hearst Magazines, Polygram Direct Marketing, Animal Protection Institute and Sanford Corp.

47

Eisaman, Johns & Law □ Although Eisaman, Johns & Law gained in network TV (from

$4.9 million in 1978 to $7.4 million in 1979) and network radio ($1.7 million to $3 million), it suffered losses in spot television. Those billings fell dramatically from $19.3 million in 1978 to $13.1 million last year. Spot TV remained stable at $7.7 million. Added accounts were The Flecto Co. and Carta Blanca beer; dropped was Pacific Southwest Airlines. Other major accounts are Pennzoil motor oil, Alpha Beta supermarkets and Suzuki motorcycles. Broadcasting's share of the over-all billing dropped from 67% to 62%.

14

Wm. Esty □ Seven broadcast-oriented accounts were acquired during 1979 at Esty, accounting in part for the $17 million increase in TV-radio billings. New clients last year were Fab Liquid, Lestoil Rug Shampoo, Magnavox video disks, Schick Super II Ultrex, Dristan A-F tablets, Wheatsworth crackers and Genesee 12 Horse Ale. Resigned was Swift & Co. Television jumped by $15 million and radio edged up by $2 million. Investing in the broadcast media were such clients as American Can, Chesebrough-Pond's, Colgate-Palmolive, Interbank Card Association, Magnavox, Nabisco, Nissan Motor, Noxell, Seagram (wines), Swift & Co., Union Carbide, Warner Lambert and Whitehall Division of American Home Products.

11

Foote, Cone & Belding □ FC&B picked up $33.6 million in broadcast billings, as television grew by more than $33 million and radio by $500,000. New accounts at the agency during 1979 were Atlantic Richfield and Amana; leaving were Sherwin Williams, Armour (Dial soap) and Kal Kan. Network and spot TV clients at the agency include Amana, Armour, Hallmark, S. C. Johnson, Kraft, Sears, Roebuck, Pizza Hut, Sherwin Williams, Sunbeam, Zenith, Bristol Myers, Frito Lay, Albertson's, Arco, Mazda, Ramada Inns, Ore-Ida, Clorox, Pacific Telephone & Telegram and Levi Strauss.

22

Gardner □ Radio-TV billings for this St. Louis-based agency sky-rocketed to $120.8 million, an increase of nearly $33 million. Gardner showed a gain of about $31 million in total TV billings alone. Major accounts contributing to this huge increase in broadcast billings were Ralston Purina, Heath Candy, St. Louis Cardinals Baseball Club, Louis Rich, Cam 2 motor oil, Six Flags Over America, Lincoln National Life, Mercury Marine, Bill Dance Outdoors, and Blair Pro Radio Enterprises. New accounts for Gardner include Heath, Dazey Products, Dad's root beer and Bubble Up. No accounts were reported lost.

7

Grey Advertising □ During 1979 Grey obtained such new clients as Congoleum, Shearson Hayden Stone, E. R. Squibb (vitamins) and new assignments from Borden, Drackett, ABC and Heinz, while resigning Honda Motorcycles and Amana. The agency's TV-radio spending increased by $36.5 million, including a rise of $2.7 million in radio. Clients active in network TV sponsorships were Procter & Gamble, Revlon, Canon, Timex, Kenner Products (toys and games) and Sentry Insurance. Other television spenders were General Foods, Block Drug, Revlon, Borden, Esmark, Warner Bros., B. F. Goodrich, Carter-Wallace, Kendall Oil, Heinz and ITT Continental. Represented in radio were General Foods, Block Drug, Revlon, Carter-Wallace, Fawcett Books and Totes.

45

Keller-Crescent □ An Evansville, Ind.-based agency, Keller-Crescent is new to this compilation with $33 million in broadcast billings. It wound up 1979 with a host of new accounts, including Koehering Co., Atomaster Division (air-forced heating), Ever-Fresh Doughnut Division of Tennessee Doughnut Corp., American-Standard, Indiana Department of Commerce, Holiday Rambler, and Yorktowne Cabinets Division of Wickes Corp. Resigned during the year were R.C. Allen and Ball Giftware. Keller-Crescent's accounts are heavily involved in spot broadcasting, having spent $20 million last year. Its list of TV-radio accounts includes Magic Chef, Kimball, Fruit of the Loom (hosiery), Van Raalte Hosiery, Murray Ohio, American-Standard and Champion Laboratories.

19

Kenyon & Eckhardt □ K&E enjoyed a healthy growth of more than $21 million in broadcast billings in the past year; particularly noteworthy is the $12 million increase in combined television billings. Major spenders in network and spot TV include Chrysler, Quaker State, Bristol-Myers, Colgate-Palmolive and Coca-Cola (wines). The former two accounts listed also participated in network sponsorships. Other active broadcast accounts for K&E were Wm. Underwood, Marshall Field and Savings Bank of New York State. 1979 additions to the agency's long list of accounts are Chrysler, Bristol-Myers (Exedrin), AMC Inc.'s Travel Rental Corp., Cinzano vermouth, Timex Clock, Prime Computer, New England Automated Clearing House and AM International (AM Intertext Division). Accounts resigned were Ford, Fedders and Pabst Light beer.

40

Lee King & Partners □ Billings in 1979 for Lee King & Partners broadcast clients rose $2.2 million to $38 million. The company reported no network radio billings last year, down from $2.1 million the year earlier, but spot radio nearly quadrupled, from $1.4 million to $4.8 million. The TV total of $33.2 million

was divided between $12.6 million in network which was up 12.4%, and $20.5 million in spot, which was down 2.4%. Major accounts added during the year were Fredrick & Herrud, Isabel Wine, WLS Radio, and Lipton Noodles & Sauces. Accounts resigned were Dazey Products Co. and Mobil Plastic's Hefty. Current major accounts for Lee King are Alberto Culver, Thomas J. Lipton, Montgomery Ward, Standard Brands' Baby Ruth, Butterfinger and Reggie candy bars, RJR Foods, Kelvinator and the Illinois State Lottery.

28

KM&G International □ Billings in broadcasting were up $6.8 million last year for KM&G, a 12.5% rise to $59.5 million. On a percentage basis, radio and television grew by roughly equal amounts for the agency—13.6% and 12.3% respectively. However, the 2.5% growth in TV network billings were far surpassed by a 23.6% boost in spot. Major broadcast accounts for KM&G include Heinz, Gulf/National Geographic, Rubbermaid, Clorox, Gordon jewelry, Hunt-Wesson and Chesapeake and Potomac Telephone. Spot TV additions this year were Shasta Beverages, Pillsbury, Clorox Clear & Rich household soap and Randell's supermarkets (in spot radio); resigned were Kaufmann's and California Table Grape Commission. Spot radio additions were H.G. Parks, Pinsta Foods, and the Pennsylvania Bureau of Travel Department.

50

Manoff Geers Gross □ New to the top 50 listing this year, Manoff Geers Gross is a solid spot advertiser, having invested $12.2 million in television and $1.3 million in radio last year. Manoff's broadcast clients include Cargill Inc. (poultry products), Castle & Cooke (Bumble Bee seafoods), Fuji Photo Film, Kraft, Luden's Inc., National Car Rental Systems, SCM Corp. and Welch Foods.

24

Marschalk □ TV-radio expenditures rose by an estimated $10.9 million in 1979 as Marschalk's domestic billing rose by approximately 15%. New clients on Marschalk's roster were Upjohn, Glenbrook Laboratories and Richardson-Merrell (drugs and toiletries). Represented on its long roster of broadcast accounts are Bristol-Myers, Coca-Cola (Sprite), Gillette, W.R. Grace, Maybelline/Plough, Paine, Webber, Jackson & Curtis and Ohio Edison.

32

McCaffrey & McCall □ McCaffrey & McCall reported a $14.3-million decrease in combined broadcast billings with a total of $52 million for the year. A loss of more than $13 million occurred within the total TV expenditures, yielding $48.1 million. Radio billings decreased to $3.9 million from 1978's figure of $5.1 million. The broadcast percentage of the total domestic billings went down from 65% to 45%. Clients contributing to broadcast spending were: Del Taco, *National Enquirer*, North American Philips (Norelco razors, coffee maker, microwave ovens), Pfizer (Ben-Gay, Desitan, Paquin skin care products), Sarah Coventry and J. C. Penney.

9

McCann-Erickson □ The agency's broadcast billings rose by an estimated $30 million as McCann reported a 12% increase in domestic spending over 1979. McCann suffered a sharp setback when it lost the estimated $80-million Miller Brewing business but since the effective date was in November, the loss will be reflected largely in 1980. McCann, the largest of the Interpublic agencies, was reported to have added more than $75 million in domestic billing in 1980, including new accounts and assignments from American Express, Barclays American, various Coca-Cola bottlers, Heublein and Houwat [foods]. Among the long list of TV-radio spenders at McCann during 1979 were the Best Foods Division of CPC International, Coca-Cola, Exxon, Campbell Soup, Del Monte, Gillette, Kraft, Lufthansa Airlines, Miller Brewing, Laura Scudder Snack Foods and Sony consumer products.

37

A. Meyerhoff □ The agency's broadcast billings increased by $7.6 million in 1979, hitting $43 million. However, the gains were not shared by both radio and television: The agency's radio billings fell 41.2% to $3 million, while television was up almost $10 million, a 32% improvement. Almost all that gain was in network billing, which more than doubled to $18 million. Major accounts at Meyerhoff are Wrigley, the Boyle-Midway division of American Home Products, Brach Candy and the tannery and cleaning products of Missouri Hickory.

Biggest spenders

Total broadcast billings
Young & Rubicam $673.4 million
Total TV billings
Young & Rubicam $635.0 million
Network TV billings
Young & Rubicam $448.0 million
Spot TV billings
J. Walter Thompson $198.8 million
Total radio billings
J. Walter Thompson $45.1 million
Network radio billings
J. Walter Thompson $14.3 million
Spot radio billings
Young & Rubicam $31.8 million
Biggest broadcast gain
Young & Rubicam $148.4 million

44

John Murray □ Broadcast billings at John Murray, a house agency for American Home Products, rose by an estimated $1.1 million in 1979. Murray traditionally allots a huge proportion of its spending to television for its packaged goods from America Home. Products assigned to Murray include Easy-Off window cleaner and Aerowax from Boyle-Midway Division and Anacin and Preparation H from Whitehall Laboratories Division.

16

Needham, Harper & Steers □ NH&S bolstered its broadcast spending by $20 million in 1979 as the agency acquired Armour-Dial (Dial deodorant soap), Charles of the Ritz (cosmetics and fragrances), Drackett (Nutrament), United States Department of Agriculture and Gas Appliance Manufacturers Association. During the year it dropped Lancome Cosmaire (toiletries), VISA U.S.A., and Winston Tire. TV billings came from American Honda Motor, Amtrak, Anheuser-Busch, Atlantic Richfield, Campbell Soup, Frigidaire, General Mills, ITT, S.C. Johnson & Son, Kraft, McDonald's, State Farm Insurance, Xerox and Wrigley. Radio billings accrued from Wrigley, Xerox, Kraft, State Farm Insurance, American Honda, Amtrak, Anheuser-Busch, Campbell Soup and General Mills.

46

Norman, Craig & Kummel □ Broadcast billings reported by this agency were down 18.9% compared with the year earlier, a drop of $7.6 million. Television billings slid 15.3% to $31.1 million while radio was halved, down to $1.6 million from $3.6 million. Major accounts resigned were Saab Scania, Cie and Durnad. During 1979, the agency added New York Bank for Savings, Carter Wallace proprietary division, Spring Mills consumer products, several 21 Brands products, Revlon Classic Line and Touch & Glow liquid make-up, and Taylor Rental.

5

Ogilvy & Mather □ The agency reported a hefty $93.7-million increase in broadcast billings in 1979, abetted by the acquisition of the $35-million Trans World Airlines account, plus substantial expenditures from Pabst Brewing, Kimberly Clark (diapers) and Smith Barney, Harris Upham Co. Lost during the year were Trailways, Mercedes/Benz and MCA Universal. Television grew by more than $82 million and radio by a comfortable $10.9 million. O&M's growth was spurred also by increased spending from old-line clients, among which are American Express, General Foods, Avon, Campbell Soup, Chesebrough-Pond's, Hershey Foods, Menley & James, Lever Bros. and Sears, Roebuck.

solidated Foods, Chef Pierre frozen baked goods; Superior Tea & Coffee Co. new products; Citibank new ventures; Science Research Associates, Home Reading and Language Arts Program, ITT, Consumer Publishing division, Montgomery Ward Enterprises; Singer Direct Marketing Services. Existing clients that added new assignments during the year were Ralston Purina, R.J. Reynolds Tobacco and Libby, McNeill & Libby. Lost was the Coca-Cola Foods Division Coffee Brands account.

2

J. Walter Thompson □ JWT rounded out a banner year, accumulating an increase of $130 million in TV-radio billings, building its base to $625 million, second only to Young & Rubicam. The agency picked up a sizable number of small and medium-sized accounts, including Sun Banks of Florida, Outboard Marine International, Magnetic Video Corp. and various products from S. C. Johnson, while losing Congoleum and STP. Thompson swelled its television billings by more than $115 million and radio also benefitted, growing by almost $15 million. Represented in the large list of broadcast advertisers at Thompson are Burger King, Eastman Kodak, Lever Bros., Miles Laboratories, National Airlines (leaving this year), Pepsi-Cola, Scott Paper, Standard Brands, Warner-Lambert, Ford Motor, Kraft, Quaker Oats, Schlitz, Sears, Roebuck and Oscar Mayer.

30

Tracy-Locke □ Tracy-Locke's $53.8 million in broadcast billings were a 17.2% improvement over the year earlier. While TV spot dollars slid fractionally to $15.4 million, network billings were up $5 million to $32.1 million. Radio network, nonexistant the prior year, was a $1.4 million contribution in 1979, while spot radio advanced by roughly the same amount, to $4.9 million. Major accounts added by Tracy-Locke were Shasta new products, Multiple Allied Services, American Home Video, American Television Communications (a Time Inc. subsidiary) and an agency of record assignment from Frito Lay, as well as taking that company's Tostitos campaign nationwide. In the year, the agency lost the Borden Dairy Services Division account.

43

Warwick, Welsh & Miller □ This agency gained $1.8 million in total broadcast billings in 1979, with the strongest growth over the previous year in TV spot. The scattered TV buys rose from $9.6 million to $12.3 million. Radio spot also grew from $1.3 million to $1.6 million. Network declined, however, with TV dropping from $20.4 million to $20 million and radio from $3.5 million to $2.7 million. New accounts and/or products added in 1979 were Equity Americana, Parade Publications, King Kola World, Securities Group, Burlington Industries (Caress Sheets), CPC International (Presto Cake Mix) and Joseph E. Seagram & Sons (Boodles British Gin, Nikolai Vodka, Olmeco Tequila, Sabrs, Vandermint, Tuaca and Cheri-Swisse liqueurs). Dropped was Air Canada. Other major accounts are Red Rose tea, U.S. Tobacco, Benjamin Moore, Economics Laboratory, Lehn & Fink and Plough.

48

Erwin Wasey □ Broadcast expenditures rose by an estimated $4.1 million during 1979 as Wasey's over-all billings climbed 13%. An Interpublic agency, Erwin Wasey handles only a small number of accounts, but they all participate in broadcast. Its TV-radio billings accrued from Carnation, Gulf Oil, Pillsbury (frozen foods), California Avocado Advisory Board and Julius Wile Sons.

15

Wells, Rich, Greene □ In 1979, this agency continued its yearly upward trend in broadcast spending. With a total of $191.4 million for the year, Wells, Rich, Greene showed a solid increase of $36 million. Total TV billings were up about $42 million, although radio billings dropped from $20 million in 1978 to $14.5 million last year. Major accounts gained for the year were: Diners Club, Citizen Watch, Procter & Gamble (Prell Concentrate), Ralston-Purina (Butcher's Blend dog food), Ford, Century 21 real estate, and Braniff International. The last three accounts were heavily active in radio and TV spending. Accounts resigned in '79 were: TWA, Waring, *Us* Magazine and Ferrero International (Tic Tac mints).

1

Young & Rubicam □ Y&R, which moved into first place in the top 50 compilation for the first time last year, displacing J. Walter Thompson, bolstered its broadcast billings in 1978 by a huge $148.4 million. Counterbalancing its loss of Plymouth-Chrysler business was the assignment to Y&R of the Lincoln Mercury Division of Ford. It also picked up new products from Miller Brewing and accounts including Massey Ferguson, McGraw Edison (toasters), Jenn-Air (electric ranges), Curtis Mathes (TV sets), West Bend (appliances), Certs and the Armour Poultry Division. Other defections were Pabst Brewing, General Electric (major appliances), Arrow and Sperry Rand. Radio was down by almost $10 million, with television increasing by more than $158 million. Y&R's long list of broadcast accounts during the year included American Home Products, Gulf Oil, Johnson & Johnson, General Foods, General Electric, Frito-Lay, Dr. Pepper, Eastern Airlines, General Cigar, Procter & Gamble, Singer, Time Inc., Clorox and Gallo.

No.1 in INDIANAPOLIS

23 RATING

40 SHARE

103% More homes than year-ago programming!

WISH-TV 7:30 PM

THE NUMBER ONE ANSWER FOR ACCESS

GROUP W PRODUCTIONS

NATPE HILTON 4175

Summary of broadcasting

FCC tabulations as of Nov. 30, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4526	3	25	4554	93	4647
Commercial FM	3104	2	49	3155	167	3322
Educational FM	1012	0	27	1039	86	1125
Total Radio	8642	5	101	8748	346	9094
Commercial TV						
VHF	514	1	2	517	8	525
UHF	220	0	4	224	62	288
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	987	4	17	1008	79	1087
FM Translators	276	0	0	276	154	430
TV Translators						
UHF	1219	0	0	1219	381	1600
VHF	2461	0	0	2461	215	2676

*Special temporary authorization **Includes off-air licenses

■ Citizens Cable for Aboite and Wayne, both Indiana (IN0215,6) new system.

■ Lykens TV Co. Inc. for Berrysburg, Mifflin and Rush, all Pennsylvania (PA1837,8,9) new system.

■ Cablevision Systems Long Island Corp. for Island Park, N.Y. (NY0816) new system.

■ Cablevision of Chicago et al for Hammond, Ind. (IN0218) new system.

■ United Cable Television of Bossier Parrish for Bossier Parrish, La. (LA0173) new system.

■ ASC Cable TV Inc. for Briarwood Village, Fla. (FL0479) new system.

■ Bay Cable TV Associates et al for Mattapoisett, Marion and Wareham-Wareham Cent, all Massachusetts (MA0105,4,6) new system.

■ Madison Cablevision Inc. for Marlboro, S.C. (SC0083) new system.

■ Delta Cable TV for Delta, Colo. (CO0007) add signal.

■ Rocky Mountain Cable for Avon, Colo. (CO0131) new system.

■ Ultracom of Rockmart Inc. for Rockmart, Ga. (GA0087) add signal.

■ Cross Country Cable III et al. for Old Bridge, N.J. (NJ0398) new system.

■ Arkansas Cable TV Inc for Jacksonville, and Pulaski, both Arkansas (AR0063,114) add signal.

■ Jackson Municipal TV Systems for Jackson, Minn. (MN0106) add signal.

■ Skidaway Cablevision for Skidaway Island, Ga. (GA0254) new system.

■ Continental Cablevision of Northeast Ohio Inc. for Eastlake, Ohio (OH0699) new system.

■ Ultracom of Sweetwater Inc. for Madisonville, Tenn. (TN0166) new system.

■ Valley Antenna Systems Inc. for St. Paris and Bradford, both Ohio (OH0700,697,8) new system.

■ TM Cablevision of San Diego County Corp. for Whispering Palms, Calif. (CA0214) new system.

■ Cordell TV Cable System for Cordell and Cherokee, both Oklahoma (OK0026,5) add signal.

■ East Bernstadt TV Cable Co. for East Bernstadt and Pittsburg, both Kentucky (KY0407,8) new system.

■ Clear Vision Cable Co. of McKenzie for Trezevant and Atwood, both Tennessee (TN0059,7) add signal.

■ Clear Vision Cable Co. of Martin for Greenfield, Tenn. (TN0056) add signal.

■ Clear Vision Cable Co. for Newton, Union both Mississippi (MS0094,93) add signal.

■ American TV and Communications Corp for Chillicothe, Mo. (MO0003) add signal.

■ Harron Cable-Pennsylvania for Penn, Youngwood, Manor, Irwin, North Huntingdon, Penn, North Irwin, Jeanette, Sewickly, Adamsburg, Unity, Greensburg, South Greensburg, Southwest Greensburg, Hempfield, New Stanton and Salem, all Pennsylvania (PA0642,0,3,5,4,1,7,37,50,38,48,9,39,00,822) add signal.

■ Cablecom-General Inc. for Winslow, Holbrook and Cottonwood, all Arizona (AZ0009,43) add signal.

■ Sjoberg's Inc. for Thief River Falls, Minn. (MN0039) add signal.

■ Cablecom-General Inc. for Clifton, and Morenci, both Arizona (AZ0026,05) add signal.

■ Everman Cable Communications for Everman, Tex. (TX0587) new system.

■ Sansom Park Cable Communications for Sansom Park Village, Tex. (TX0588) new system.

■ Monterey Cable Service for Monterey, Tenn. (TN0167) new system.

■ Cable-Com of Fargo et al for Fargo, N.D. (ND0062) new system.

■ Cablecom-General Inc. for Show Low, Snowflake, Pine Top, Lakeside, Taylor Town, Safford, Thatcher, Pima and Graham, all Arizona (AZ0008, 24, 34, 3, 2, 07, 59, 62, 3) add signal.

■ TV Cable of Waynesboro for Washington and Waynesboro, both Pennsylvania (PA0547,6) add signal.

■ Sammons Communications Inc. for Elk City, Okla. (OK0051) add signal.

■ Cable TV of Harlo for Harlowton, Mont. (MT0084,5) new system.

■ American Video Corp. for Lazy Lake, Fla. (FL0478) new system.

■ Mountain View Cable TV for Mountain View, Ark. (AR0139) add signal.

■ Community TV Service Inc. for Frankfort, Ky. (KY0025) add signal.

■ Video International Productions Inc. for Dallas, Tex. (TX0586) new system.

■ Futurevision Cable Enterprises Inc. for East Windsor, N.J. (NJ0397) new system.

Call Letters

Applications

Call	Sought by
	New AM's
KROR	Reliable Oregon Radio, Myrtle Creek, Ore.
KKSN	FVBC Inc., Vancouver, Wash.
	New FM's
WNNS	Midwest Bdcg., Springfield, Ill.
WESI	Superior Bdcg. Co., Baldwin, Miss.
WBAZ	Peconic Bay Bdcg Corp., Southold, N.Y.
KNEY	Pierre Radio Inc., Pierre, S.D.
WCMZ	McClenahan Bdcg. Corp., Crozet, Va.
	Existing AM's
WADY	WGMA Hollywood, Fla.
WNIC	WWKR Dearborn, Mich.
WACM	WIBM Jackson, Mich.
WHJR	WJAR Providence, R.I.
	Existing FM's
WZKX	WROA-FM Gulfport, Miss.
WLZR	WLEC-FM Sandusky, Ohio
WDWQ	WQIZ-FM St. George, S.C.

Grants

Call	Assigned to
	New AM's
WJIK	Francon Inc., Camp Lejeune, N.C.
WDLV	107 Inc., Pinehurst, N.C.
WMSW	Aurora Bdcg. Corp., Hatillo, PR
WIAJ	Childress of Va., Saltville, Va.
	New FM's
WGHR	Southern Technical Institute, Marietta, Ga.
*WWFM	Mercer County Comm. College, Trenton, N.J.
KYKN	Grants Broadcasting Co., Grants, N.M.
	New TV's
WWSG-TV	Radio Bdcg. Co., Philadelphia, Pa.
*WIIB	South Carolina Educational TV Commission, Conway, S.C.
	Existing AM's
KNTB	KLYD Bakersfield, Calif.
WXAM	WELK Charlottesville, Va.
	Existing FM's
KLYD	KLYD-FM Bakersfield, Calif.
WRKA	WNVU St. Mathews, Ky.
WDJQ	WFAH-FM Alliance, Ohio
WXVL	WAEW-FM Crossville, Tenn.
KYKS	KLUF-FM Lufkin, Tex.
WXLK	WLRG Roanoke, Va.

Other

■ Total of 2,819 complaints from public was received by FCC in Nov., a decrease of 348 from Oct. Other comments and inquiries for Nov. totaled 1,187, a decrease of 511 from Oct. FCC sent 876 letters in response to comments, inquiries and complaints.